

Project Outcomes Report: Wikimedia 2SER Women in Journalism Project

1. Overview - Women in Journalism in Australia

- **Project Duration:**

November 2024- June 2025

- **Project Objective:**

The project involved updating existing pages, identifying gaps and missing information in existing pages, and creating new entries for women journalists, commentators, and experts. Focus areas have included connecting existing pages to relevant categories, creating new entries for future leaders including First Nations presenters and challenging existing expectations about the role and impact of women in journalism, especially women working in the Australian media.

- **Project Team:**

Tina Quinn (lead journalist) and Liz Giuffre (academic liaison); with assistance from Annie Reynolds and Alice Woods of Wikimedia; and 2SER volunteers.

- **Project Dashboard and summary:**

General project dashboard -

https://outreachdashboard.wmflabs.org/courses/2SER_FM/Sydney_Educational_Radio_2SER_FM_women_in_journalism_project

May 10 “edit a thon” -

[https://outreachdashboard.wmflabs.org/courses/2SER_FM/2SER_FM_women_in_journalism_edit-a-thon_\(10_May_2025\)/home](https://outreachdashboard.wmflabs.org/courses/2SER_FM/2SER_FM_women_in_journalism_edit-a-thon_(10_May_2025)/home)

2. New Pages Created

Adding pages to Wikipedia is an often time consuming process that requires extensive research, painstaking attention to detail, cross checking of existing Wikipedia entries and architecture and finally scripting in a manner that matches the expectations for the global Wikipedia audience of readers and editors.

As a result there was no required number of new pages to be created as part of this project; but rather an emphasis on quality rather than quantity, emphasizing the notoriety of the entries made. Particular attention, and care, was also necessary in this project given the majority of the entries made were for people who are still alive.

Following an analysis of existing Wikipedia entries Tina Quinn identified a number of new pages to be created. Importantly the aim was to ensure that the category of "[Australian Women Journalists](#)" was comprehensively contributed to as part of this project.

Thirteen new pages were successfully created and published for Australian Women Journalists, while others were also drafted and remain under review by the Wikipedia community (a process that is typical of the Wiki architecture).

3. Updates Made

Following a process of careful research and expert review, below is a summary of update made during this project (as of June 9 2025).

Women journalists whose pages were created and/or updated included Diane Willman, Annie Bright, Sally Bowrey, Latika Bourke, Brooke Boney, Elizabeth Bond, Sandra Boler, Amanda Blair, Jean Bedford, Florence Baverstock, Caroline Baum, Renee Bargh, Cynthia Banham, Suzanne Baker, Nene King, Madonna King, Nora Kelly, Angela Catterns, Suzanne Baker, Nora Kelly, Helen Kapalos, Sarah Armstrong, Rosalind Appleby, Thelma Afford, Rania Abouzeid, Laura Tingle, Sarah Abo, Sarah Macdonald, Sandra Sully, Caro Meldrum-Hanna, Ita Buttrose, Jana Wendt, Fran Kelly, Kumi Taguchi, Leigh Sales, Geraldine Doogue, Maxine McKew, Paula Kruger, Melanie Withnall, Bridget Brennan and Barbara Morison.

Updates relating to categories, media outlets, awards, 'orphan pages' and places were also made in order to support this project. Importantly entries, First Nations journalists and media figures were also updated as part of this project, including for Bridget Brennan, Nardi Simpson, and Yarrika Bayles.

A numerical summary is below (numbers obtained by combining the reporting of both the [general project](#) and [edit-a-thon](#) dashboards).

- 153 pages updated
- 710 total edits
- 31.9K words added
- 479 references added
- 177 commons uploads

4. Performance & Analytics

As is common with Wikipedia views, updates and changes change over time. It is important to acknowledge as well that when updates are made and rejected or questioned by the Wikipedia community (often for grammatical or cultural reasons, where the nuance of Australian

conventions does not align with dominant American and British expectations), that this work is not necessarily captured in the analytics.

However as of the middle of June 2025 the following statistics relating to article reviews were reported via a combination of the [general project](#) and [edit-a-thon](#) dashboards:

587.7K views

5. Lessons Learned for Future Projects

- **Successes:**

It was heartening to be able to contribute so fruitfully to the Wikipedia and Wikimedia communities, as well as learn about the ever changing landscape of these. Especially at a time when AI is seemingly 'taking over the internet', it was refreshing to work in an environment where using verifiable evidence was so strongly and highly regarded.

We were thrilled to also be able to be part of [2SER's live International Women's Day](#) broadcasts in March, and to hold a successful [Edit-A-Thon in May](#). These events were warmly received and enthusiastically attended, notably by young volunteers and 2SER students who were eager to learn more about Wiki and its value in the current media environment. At least two of these participants were keen to add their experience as Wiki editors to their CVs.

- **Challenges:**

Given the dominance of American influence on English-language Wiki communities there were still challenges in asserting the notoriety of Australian entries. There is still, sadly, appears to be a gender imbalance that results in bias when asserting the achievements of women - on a number of occasions we felt we needed to argue more robustly for entries about women than we might have needed to about men.

Locally, changes to staffing at 2SER since the initial application for this project did result in some teething issues relating to communication and resourcing, however once identified these were overcome (including with the generous extension of the contract by Wikimedia from its original timeline). Obtaining copyright clearance to add to Wiki commons was also a challenge as older 2SER archive materials are often not clearly attributed.

6. Recommendations for Future Projects

There were clear benefits for the 2SER community and to the Wikimedia/Wikimedia communities with this partnership. In the future however a clearer understanding of a share of responsibilities locally could be established in advance; and with the setting of edit-a-thon aims and resourcing earlier a stronger engagement with volunteers and students. Having said this, the numbers who engaged this year were small but eager.

7. Conclusion

The project was a rewarding experience. Going forward we would not hesitate to recommend the program to others, and in particular are very thankful for the support provided by Alice Woods and Annie Reynolds in terms of practical set up and guidance. Their patience with our learning processes, as well as their understanding of frustrations, was invaluable.
